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Features

Brand Yourself: Step 5—Build Your Brand Description

By Anne E. Collier, MPP, JD, PCC, Principal, Arudia

In fall 2013, Anne Collier presented a Brand Yourself workshop for the Women's Bar Association. The program walked participants through a five-step process to create their own personal brands. This article, the final in a series, takes a deep dive into Step 5: Build Your Brand Description. Step 1: Establish a Powerful Mindset, was featured in the November/December issue, Step 2: Why?, was featured in the January/February issue, Step 3: Define Your Mission, was featured in the March/April issue, and Step 4: Choose Your Vocabulary, was featured in the May/June issue.

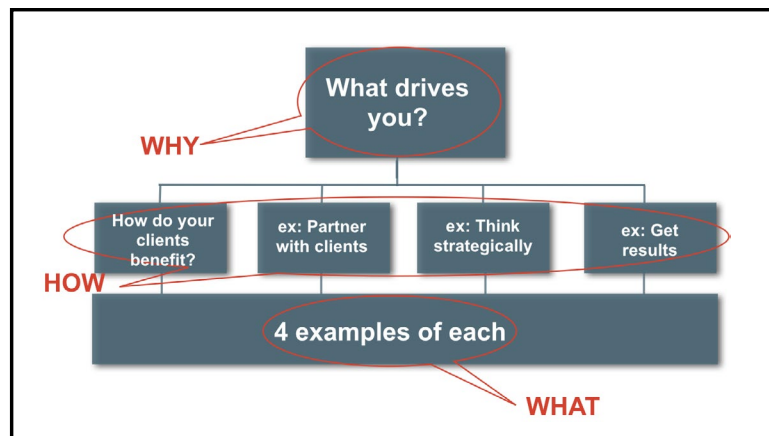
The first four steps have taken you through a process of discerning what is unique and fabulous about you and what you offer the world. Now it is time to distill all of that information into your unique messaging pyramid, from which you derive your *brand* description. Your messaging pyramid:

- Conveys what is unique about you and what you offer.
- Is simple to understand for someone that is not in your industry, like your Aunt Judy or Cousin Bill, but sophisticated enough to pique prospective clients' interest.
- Is pithy, compelling, and so interesting that people will ask you more!
- Is also your 30-second elevator pitch. It starts with your mission statement and includes each of your key messages – how you deliver on your brand. You will also include one or two examples of your work - sound bites - tailored to the recipient(s) of your pitch.



Anne E. Collier

Messaging Pyramid



The apex of your messaging pyramid embodies WHY you do what you do. Ideally, it also conveys the ultimate benefit to your target audience. Go back to Steps 2 and 3, and consider why you practice law and your mission. Out of all the lawyers in your practice area, why hire you? And there is a reason, don't worry! Do you give CEOs peace of mind? Do you love to litigate and love to win? Do you think differently? What is your mission?

Remember, the apex of your messaging pyramid is *just* your mission statement and is focused on WHY. It is not the entire you, it is not your bio, and it does not include everything you've ever done and how you do it.

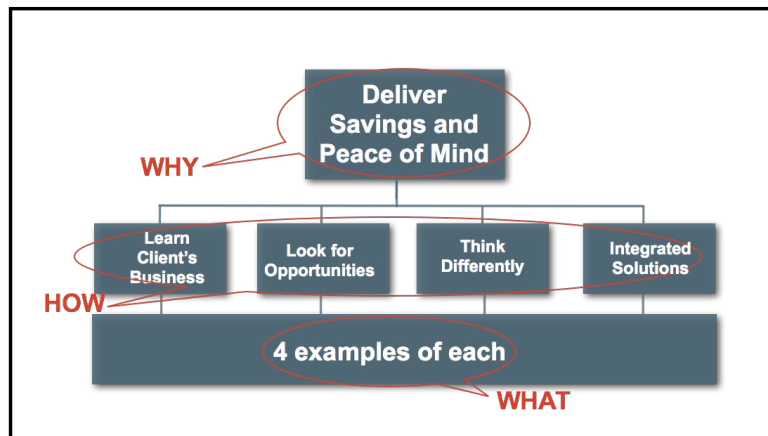
Rather, it *is* a statement that is accurate, interesting, and intriguing. You want others to be intrigued so that they ask follow up questions, revealing their interest in you so that you can gear your answers to how you might work with them.

Next, list the most important three or four keys to achieving your mission—how your clients benefit (e.g., save them money, give them peace of mind, think strategically).

The WHAT level of your messaging pyramid draws on your experience to provide evidence of HOW you provide your services. Think of these as case studies or examples of HOW. Come up with several examples for each HOW. Prepare to communicate each of them in short, compelling narrative “bites” to illustrate your points in longer conversations and pitches.

It is hard for some to talk about themselves and their strengths. This is one of the biggest hurdles in being recognized for your contributions and expertise. You don't have to or even want to memorize your brand description. A delivery based on memorization sounds stilted and like a late-night TV ad. Rather, practice it on friends and colleagues—anyone who will listen. The effective delivery of a brand requires enough practice that it sounds natural, ironically. Don't deliver the brand description in one breath. Start with WHY and let others ask questions that allow you to divulge HOW and WHAT. Don't forget to describe examples of WHAT you do in short, compelling sound bites. This way, you know that the prospective client or referral source is interested and getting the information he or she wants. Remember, "all the gory details" is a turnoff.

Therese's Messaging Pyramid



Let's take Therese the tax lawyer as an example. Her messaging pyramid integrates WHY, HOW, and WHAT she does with her unique vocabulary and her mission statement. She has a number of examples of WHAT she can choose from when talking with a prospective client. And, because Therese gets to know the prospective client first both by asking good questions and by letting the prospect ask her about her work, she deliberately chooses which of her HOWs and WHATs to reveal first based on what she's learned about the prospective client.

The short-term goal is to pique the interest of the prospect so that they want to build a relationship and continue the conversation. The long-term goal is to attract the opportunities you want, the opportunities that will allow you to thrive. That said, the *Brand Yourself* process is ideal for any woman who is looking for a new job, wants to promote herself within her current organization, or is looking to generate her own business.

Finally, don't forget to utilize your brand elements and brand description in your "elevator pitch," online bio, LinkedIn and Facebook profiles, blog, and everywhere else you present yourself. And, like any piece of excellent work, building your personal brand and messaging pyramid takes a little bit of time and editing. You'll likely refine your brand over the course of a few drafts and with experience; your response to questions will sound so good that it becomes part of your brand repertoire!

Anne Collier is Principal at Arudia, an executive coaching and training firm giving clients the tools to become strong leaders and effective communicators and to get what they want. The Brand Yourself workbook, a step-by-step guide to developing your personal brand, is available at Arudia.com.



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President Issues Sweeping Implementation Plan to Improve Federal Environmental Permitting and Reviews

By Cathy Pagano and Roya Vasseghi, Co-chairs, Energy and Environmental Law Forum

In May 2014, President Obama issued a broad-ranging new Implementation Plan to improve the Federal Permitting and Review Process for major infrastructure projects (see page 7 of [Implementation Plan for the Presidential Memorandum on Modernizing Infrastructure Permitting](#)).

The plan's ambitious goal is to reduce by half the time it takes to conduct Federal permitting and reviews for major infrastructure projects, with measurably better environmental and community outcomes.

The plan outlines four overall strategies, 15 specific reforms and 96 near- and long-term milestones with timelines. It includes both government-wide and individual agency milestones, and a proposal to establish an interagency team. Reforms include improving interagency coordination; synchronizing reviews among agencies; use of an Online Permitting Dashboard to improve accountability and transparency; and launching an Interagency Permitting Center. (See [FACT SHEET – Building a 21st Century Infrastructure: Modernizing Infrastructure Permitting](#).)

The plan, required under a 2013 Presidential Memo, continues work initiated by President Obama's earlier executive actions aimed at enhancing efficiency of the Federal permitting process, including two presidential memos ([2011](#) and [2013](#)) and a 2012 Executive Order ([E.O. 13604](#)).

The implementation plan was developed by the Interagency Steering Committee established under E.O. 13604. Not surprisingly, the committee recognizes there is no "silver bullet"—no one change to the legal/regulatory framework that would provide the same protections for communities and the environment and yet greatly reduce timeframes. (See page 5 of the Implementation Plan.)

Surface transportation, aviation, ports and waterways, water resources projects, renewable energy generation, electricity transmission, and broadband and pipelines are included as covered infrastructure to be sped up by this modernization plan (see [E.O. 13604](#)). According to the Administration's plan, agencies have expedited 50 selected major

infrastructure projects under similar administration efforts (see page 4 of the Implementation Plan). More information concerning certain major infrastructure projects currently under Federal review is available online at the [Federal Infrastructure Projects Permitting Dashboard](#).

The Plan outlines that most reforms would be accomplished beginning quarter three of FY2014 and continuing through 2016.

Congress too has expressed concern about delays in major infrastructure projects. In March 2014, the U.S. House of Representatives passed H.R. 2641, the "[Responsibly And Professionally Invigorating Development Act of 2014](#)" ("RAPID Act") intended to provide for improved coordination of agency actions in preparation and adoption of environmental documents for permitting determinations.

However, on March 5, 2014, the Office of Management and Budget (OMB) issued a [Statement of Administration Policy](#) indicating its opposition to H.R. 2641, and stating that, "If the President were presented with H.R. 2641, his senior advisors would recommend that he veto the bill."

On the Senate side, in July 2013, Senator Portman (R-OH) introduced the "[Federal Permitting Improvement Act of 2013](#)," to improve the efficiency, management, and interagency coordination of the Federal permitting process through reforms overseen by the Director of OMB, but the bill awaits further consideration.

In addition, the President's Surface Transportation Reauthorization Proposal contains language to develop a coordinated and concurrent environmental review and permitting process for transportation projects initiating an Environmental Impact Statement under NEPA (sec. 1002). (See summary of the [GROW AMERICA Act](#).)

Also see [H.R. 4834](#), introduced by Rep. Petri (R-WI) on June 11, 2014.

We can expect to see more action in the next Congress as the President and Congress continue to focus on infrastructure review and permitting improvements.

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President's Column

By Suzanne Reifman, WBA President

Have fun this fall with the WBA! It seems hard to believe, but summer is already winding down. I can't believe that my son is back at school and his myriad of extracurricular activities are in full swing. Even though it's been a *very* long time since I've been in the classroom, I still get the urge to buy a new notebook or even a protractor at this time of year. It feels like a time for starting fresh. It's an exciting time for the WBA because now that everyone is back at work and school, our 2014-2015 bar year is really ramping up.

One of the WBA's longstanding goals has been to provide our members with a collegial and welcoming environment. Consistent with our theme for this bar year, "Standing Together," we are focusing on providing opportunities for women lawyers at all stages of their careers to meet and make professional and personal connections. I hope you will set aside time for yourself and take advantage of our upcoming events. I am sure you have read the books and articles and listened to pundits tell us what most of us already know: women (and particularly women lawyers) are overscheduled and overstressed and we rarely take time out for ourselves. With that in mind, we have planned many events that help you develop contacts or learn a skill or keep you informed about important legal issues... while having fun!

Our committees and forums will continue to host networking happy hours. On September 12, we will host a **Golf Clinic**, conveniently located at Hains Point (for golfers of all abilities, including true beginners like me). You won't want to miss our fabulous, free **Stars of the Bar** reception on September 18, during which you can help us honor leaders in the DC legal community and also learn more about our committees and forums. On October 9, our **Partners Dinner** provides an opportunity for women partners to let their hair down and enjoy each other's company. And, registration is already open for December's signature event, the **Holiday Tea**, held once again at the Willard Hotel. Please review the rest of *Raising the Bar* and continue to check our website and bi-weekly News and Events for further details about these and other events.

We all know how critical it is to grow professionally and expand our networks, especially given the continued uncertainty in the legal market. However, most of us are challenged by the day-to-day work assignments and other obligations that can keep us mired in where we are today as opposed to where we want to be tomorrow. I hope that this fall you will be able to prioritize your own development and join us at one or more events—it will be fun!



Suzanne Reifman

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WBA Foundation



WBA Foundation President's Letter

By Nancy A. Long, WBAF President

The Women's Bar Association Foundation (WBAF) bar year is underway. I'm delighted to report that we raised over \$2,500 from the "Do More 24" campaign held on June 19, 2014. Thanks to all for your generous donations and for making this one-day fundraising effort such a success!

Please think about getting involved with the Women's Bar Association and WBAF by attending these upcoming events.

- On September 18, the Women's Bar Association is hosting its kick-off event for the bar year, **Stars of the Bar**, at Hogan Lovells. Come and meet the WBAF leadership and learn more about the important work of the Foundation.
- The WBAF is hosting its annual Wine Tasting event on Wednesday, October 29, 2014. This fabulous event will again be presented by The Curious Grape of Shirlington, VA, and will be held at the law firm of Sterne, Kessler, Goldstein & Fox, PLLC (many thanks to WBA and WBAF past President Tracy Durkin for securing her firm's space to host this event). The proceeds from the 2014 WBAF Wine Tasting will support the **WBAF Founder's Fellowship**. Come and join us for a fun-filled evening!

Finally, please consider **making a donation** to the WBAF to help it further its mission to support organizations that serve the legal and related needs of women and girls in the DC Metropolitan community.



Nancy A. Long

Make a donation to support the Foundation's work. The WBA Foundation does not receive membership dues; it instead relies on the support of donors, like you, who wish to support organizations like our 2014 grantees that promote greater understanding, awareness, legal service representation, and advocacy for women and girls in our community.

WBA Foundation 2014-2015 Donors

Many thanks to our supporters! The following donors made a gift to the WBA Foundation between June 1, 2014 and July 31, 2014. These gifts will be used to support nonprofits that serve the legal and related needs of women and girls in the DC metropolitan community. For a list of all fiscal year donors and recognition of giving levels, visit www.wbadcfoundation.org.

\$100-\$499

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Rhoda Barish	Elaine Fitch	Nancy A. Long	Maureen Syracuse
Chandra Branham	Janine Harris	Martha McQuade	Andrea Tecce
Kelly Brinkley			

Up to \$99

Cheryl Aaron	Sarah Germain-Kunk	Kira Jarratt	Diana Savit
Ester Alpert	Stephen Glover	Jenny Knopinski	Katherine Schuerman
Amy Bess	Rachel Harwick	Susan M.C. Kovarovics	Sheri Shilling
Joyce Cowan	Nausheen Hassan	Rachel Kronowitz	James Sullivan
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Committee & Forum Highlights

Mentor Center: Catching up with the Mentoring Committee

By Shannon Beebe, Co-chair, Mentoring Committee

Great Connections at Joint Happy Hour

An alliance among three committees resulted in a smashingly successful **Summer Happy Hour** on July 24, with a turnout of over 30 women from a variety of practice areas. Many thanks to the inter-committee collaboration of co-chairs **Jen Mullins**, **Mia Olsen**, **Janine Herring**, **Shelly Mulkey**, and **Shannon Beebe** of the Mentoring Committee; **Laura Goldin** and **Cathy Pagano** of the Government Attorneys Forum; and **Gypsy Avery** of the Young Lawyers Committee. Attendees mingled in the light, open space at the front of NoPa Kitchen + Bar, a trendy brasserie located centrally in Penn Quarter. Mentoring Committee members reconnected to close out the bar year, while many connections were made and opportunities discussed over classic cocktails.

Knowing Me, Knowing You Is the Best We Can Do

On June 9, Mentoring Committee Co-Chair Jen Mullins and volunteer Shannon Beebe teamed up to coordinate a lively panel event, “**Leveraging Your Personality Type in Workplace Negotiations.**” Moderator **Anne Collier**, Certified Coach and Founder of Arudia, began the event with a presentation on how to understand your personality type using the Myers-Briggs complex of eight character preferences. The panel then moved to a discussion of the various personality types and experiences of panelists **Barbara Kraft**, Regional Director of the Federal Labor Relations Authority’s Washington Regional Office; **Ashley Riveira**, Counsel at Crowell & Moring; and **Cheryl Aaron**, Associate at Sutherland, Asbill & Brennan.

In an unusual twist on the regular panel set-up, participants completed a Myers-Briggs assessment prior to the event so they could understand their own type and match up their experiences to the panelists’, who identified across the full spectrum. The panelists provided insight on negotiations they faced at work and at home, including strategies for gaining a desired salary, a title, or telework flexibility, and reaching for personal wins, such as introducing a new pet by anticipating objections from family members. The panelists shared their experiences with great humor and wit, and showed that when negotiating, understanding the personality of your “opponent” is as important as knowing your own. Many thanks to **Rachel Alexander** and **Wiley Rein LLP** for hosting the event.

You can visit www.arudia.com/team for more information about the Myers-Briggs assessment and Ms. Collier’s coaching services.

Coming up!

The Mentoring Committee is pleased to announce that with new co-chairs **Mia Olsen**, **Janine Herring**, **Shelly Mulkey**, and **Shannon Beebe**, we have a great year in store. Keep an eye out for the **October Kick-Off**, where we will have a sign-up for new mentors and mentees and discuss branding strategies with a career coach; a **December Holiday Happy Hour** where mentor/mentee pairs can get to know each other while browsing for holiday gifts; and an early **2015 Career Transitions: New Year, New Career** panel event.

If you are interested in joining the Mentoring program as a mentor or mentee, look out for the **Mentor/Mentee Application**, coming soon to the WBA website.



Sterne Kessler Goldstein Fox
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Holiday Tea Registration is Open!

On **Thursday, December 18, 2014**, the WBA's Communications Law Forum will present its popular Holiday Tea from 3:00 pm to 5:00 pm. At this plated, afternoon high tea, guests will enjoy a variety of teas, scones, sandwiches, and desserts. The event will be held at the historic Willard InterContinental Hotel in Washington, DC. The Holiday Tea is always an entertaining and informative event, and provides the perfect opportunity to celebrate the holiday season and catch up with friends and colleagues.

This year's event will honor **Mignon L. Clyburn**, a Commissioner at the Federal Communications Commission (FCC). During the Tea, Commissioner Clyburn will discuss her previous position as the first Chairwoman at that federal agency. Commissioner Clyburn began her service as a Commissioner at the FCC in August of 2009, after spending 11 years as a member of the Public Service Commission (PSC) of South Carolina. She served as its Chairwoman from July 2002 through June 2004. Prior to her service on the PSC, Commissioner Clyburn was the publisher and general manager of a Charleston-based newspaper that focused primarily on issues affecting the African American community. She co-owned and operated the family-founded newspaper for 14 years.

The Communications Law Forum gratefully acknowledges the financial support of the sponsors of this event: **Comcast Corporation, Google Inc., T-Mobile US, Inc., Wilkinson Barker Knauer, LLP, and Willkie Farr & Gallagher LLP.**

The Communications Law Forum co-chairs are pleased to be moving to the beautifully decorated Willard Room to provide a more expansive setting for the Holiday Tea. In order to ensure your place at this elegant and festive Holiday Tea, **please register now** at www.wbadc.org. The registration fee for WBA members is \$50; the non-member fee is \$60. Law students can receive a discounted registration fee of \$50 by calling the WBA office at 202-639-8880.



2014 WBA Golf Clinic

Friday, September 12, 2014

8:00 am - 12:30 pm

East Potomac Park Golf Course, Hains Point

972 Ohio Drive, SW, Washington, DC 20002

The WBA Golf Clinic brings together attorneys, legal professionals, and other business leaders from the DC area for a day of recreation and networking. The event begins with a networking breakfast at 8:00 am, followed by a clinic developed to serve golfers of all abilities by encouraging students to learn, practice, and play. To end the day, participants will have the option of playing 9 holes.

Sponsorship Opportunities are available, visit www.wbadc.org to download a sponsor form.



Member News

Soltys Recommended for the Superior Court

The DC Judicial Nomination Commission has forwarded to President Barack Obama the [names of three lawyers](#) for his consideration in selecting a nominee to fill a vacancy on the DC Superior Court. One of the candidates is WBA member **Darlene M. Soltys**. Ms. Soltys will be considered for the vacancy created by the retirement of Judge Robert I. Richter. She is a Senior Attorney in the Violent Crime and Narcotic Trafficking Section of the U.S. Attorney's Office for the District of Columbia, where she prosecutes complex, multi-defendant, high-profile cases in the U.S. District Court for the District of Columbia.

Lewis and Thomas Named as Trailblazers



Dionna Lewis



Michelle Thomas

Dionna Lewis, a clerk at the DC Superior Court, and **Michelle Thomas** of M.C. Thomas & Associates are recipients of the National Bar Association's [Trailblazers Under 40 Awards](#).

The award honors legal trailblazers who have achieved prominence and distinction in their fields of endeavor—be it the practice of law, academia, business, civic and charitable affairs, the judiciary, or politics—and who have demonstrated a strong commitment to advancing the goals and mission of the National Bar Association.

Masters Running for DC Attorney General

WBA past president **Lorelie S. Masters**, a partner at Perkins Coie LLP, has announced her candidacy for the post of DC Attorney General. This is the first-ever race for DC's top legal position, the election for which will take place on November 4.

In Memoriam: Jean Bower



Jean Ramsay Bower

Jean Ramsay Bower, WBA's 1986 Woman Lawyer of the Year, [passed away on June 30, 2014](#) of complications of ALS. She was 78. A graduate of Vassar College and Georgetown University Law School, Ms. Bower fought for the rights of children, serving as the director of the Counsel for Child Abuse and Neglect of the DC Superior Court, from 1978 until her retirement. In 1984, she received the Beatrice Rosenberg Award from the DC Bar for Excellence in Government.

Welcome New Members

The following persons joined the WBA in June and July 2014.

Lori Beail-Farkas
Melissa Bellitto
Ashley Bennett
April L. Burke
Brittany Byrde
Erica Carr
Kristen Cates
Alicia Cobb
Elizabeth de Boyrie
Yulia A. Dovgaya
Maia Falconi-Sachs
Kristina Ferris
Mollie Finnan
Alexandria Fujisaki
Kay Georgi
Manasa Gummi
Sarah Marie Hall
Regina Manasseh Jansen
Bridgette Kaiser
Abigail Kwon
Allison Marie Lansell
Lisa Latorre
Rebecca Liu
Kate Mueting
Patrick Murphy
Dana Lynn Plunkett
Katy Milner Ross
Zulaikha Safi
Tamar Satterwhite
Megan Reed Seliber
Elizabeth A. Selmo
Ambereen Shaffie
Mariah Dodson Shuman
Kristi M. Smith
Darlene M. Soltys
Margaret Tucker
Sherlyn Wiggs
Natalia Wilson
Rachel Renea Yocum

For information regarding WBA Member Benefits and becoming involved with a Committee or Forum, see [Membership & Benefits](#) and [Committees & Forums](#).

Member News

Foggan, Masters & Guerola Sarchio Named Super Lawyers

Three WBA members were named to the [Top 10 Women Super Lawyers](#) list in Washington, DC:

Laura A. Foggan, Wiley Rein LLP

Lorelie S. Masters, Perkins Coie LLP

Christina Guerola Sarchio, Orrick, Herrington & Sutcliffe LLP

Super Lawyers is a rating service of outstanding lawyers from more than 70 practice areas who have attained a high-degree of peer recognition and professional achievement. The selection process includes independent research, peer nominations, and peer evaluations.



Laura A. Foggan



Lorelie S. Masters



Christina Guerola Sarchio

Upcoming Events

WBA Committees & Forums

Wednesday, September 10, 2014

Solo & Small Practice Monthly Luncheon

Presented by: Solo & Small Practice Law Forum
This event is open to lawyers from solo and small firms, as well as attorneys looking to join solo or small firm life.

Friday, September 12, 2014

Golf Clinic

The WBA Golf Clinic brings together attorneys, legal professionals, and other business leaders from the DC area for a day of recreation and networking. The event begins with a networking breakfast, followed by a clinic developed for golfers of all abilities, and will end with the option of playing 9 holes.

Tuesday, September 16, 2014

WBA Business Hour: Time to Talk to Teens about Relationships and Their Rights

Presented by: Membership Committee
A presentation by Break the Cycle will offer expertise on how to help teens and young adults distinguish between healthy and unhealthy relationships and how to help teens and young adults exercise their legal rights if they have experienced dating abuse.

Thursday, September 18, 2014

Stars of the Bar

Kick off the Fall programming season with our free networking event. We'll recognize our Stars of the Bar honorees, and you'll have an opportunity to meet our committee and forum co-chairs and learn about their plans for the coming year.

Tuesday, September 23, 2014

Intellectual Property Law Forum Networking Happy Hour

Presented by Intellectual Property Law Forum
Join the IP Law Forum for a happy hour to reconnect after a relaxing summer and to discuss the upcoming year. Mix and mingle with fellow attorneys interested in learning more about intellectual property law.

Wednesday, September 24, 2014

International Law Forum Networking Happy Hour

Presented by International Law Forum
Join the International Law Forum for a happy hour to meet new colleagues and share your experiences and goals in international law with others!

Wednesday, October 8, 2014

Solo & Small Practice Monthly Luncheon

Presented by: Solo & Small Practice Law Forum
This event is open to lawyers from solo and small firms, as well as attorneys looking to join solo or small firm life.

Thursday, October 9, 2014

Partner Dinner: Negotiating for Professional and Personal Development

Join us for an evening of stimulating discussion as we address the topic of negotiation and identify tools you can use to be a more effective negotiator for your clients and yourself.

Wednesday, October 29, 2014

WBAF Wine Tasting & Silent Auction

Presented by Women's Bar Association Foundation
The theme of the evening is Wines for the Holiday Season. The tasting will focus on grapes that are great for entertaining as well as wines that are perfect partners with holiday food and also those that are great to give as gifts!

Thursday, October 30, 2014

Keeping It Reel: Movie Night with the WBA's Communications Law Forum: Miss Representation

Presented by Communications Law Forum
This Sundance Film Festival winner and selection of the Oprah Winfrey Network's Documentary Club includes interviews of U.S. leaders such as Condoleezza Rice, Cory Booker, Dianne Feinstein, Dolores Huerta, Geena Davis, Gloria Steinem, Katie Couric, Nancy Pelosi, and Rachel Maddow. Experts lay out an array of information about women's portrayals in the media. The film screening will be followed by a panel discussion on themes advanced in this film.

Thursday, December 18, 2014

Holiday Tea

Presented by Communications Law Forum
This afternoon high tea promises to be a festive, delicious and congenial experience – the perfect way to celebrate the holiday season with your friends! Our honored guest is Mignon Clyburn, Commissioner of the Federal Communications Commission and the first woman to serve as the Chairwoman of that Commission.